



1 Braxton Way Suite 125 Glen Mills, PA 19342  
484-840-4300 [www.ssrs.com](http://www.ssrs.com)



The study was conducted for CNN via telephone by SSRS, an independent research company. Interviews were conducted from **December 06 to December 09, 2018** among a sample of **1,015** respondents. The landline total respondents were **406** and there were **609** cell phone respondents. The margin of sampling error for total respondents is +/-3.8 at the 95% confidence level. More information about SSRS can be obtained by visiting [www.ssrs.com](http://www.ssrs.com). Unless otherwise noted, results beginning with the March 31-April 2, 2006 survey and ending with the April 22-25, 2017 survey are from surveys conducted by ORC International. Results before March 31, 2006 are from surveys conducted by Gallup.

**EMBARGOED FOR RELEASE:**  
**Thursday, December 13 at 1:00 p.m.**



Q5. (FV1) We'd like to get your overall opinion of some people in the news. As I read each name, please say if you have a favorable or unfavorable opinion of these people - or if you have never heard of them.

<b>(MT) Melania Trump</b>	<b>Favorable Opinion</b>	<b>Unfavorable Opinion</b>	<b>Never heard of (vol.)</b>	<b>No opinion</b>
<b>December 06-09, 2018</b>	43%	36%	2%	18%
<b>October 04-07, 2018</b>	54%	30%	3%	14%
<b>June 14-17, 2018</b>	51%	29%	5%	15%
<b>May 02-05, 2018</b>	57%	27%	2%	14%
<b>January 14-18, 2018</b>	47%	37%	4%	12%
<b>November 02-05, 2017</b>	48%	37%	2%	16%
<b>September 17-20, 2017</b>	44%	35%	4%	16%
<b>April 22-25, 2017</b>	45%	38%	3%	13%
<b>March 01-04, 2017</b>	52%	32%	3%	12%
<b>January 12-15, 2017</b>	36%	35%	5%	23%
<b>October 20-23, 2016</b>	39%	38%	5%	18%
<b>July 22-24, 2016</b>	39%	34%	6%	21%
<b>July 13-16, 2016</b>	25%	32%	18%	25%
<b>June 16-19, 2016</b>	28%	34%	17%	21%
<b>February 24-27, 2016</b>	24%	31%	23%	21%



## MORE ON METHODOLOGY

A total of **1,015** adults were interviewed by telephone nationwide by live interviewers calling both landline and cell phones. Interviews were conducted in English and Spanish. Among the entire sample, **32%** described themselves as Democrats, **26%** described themselves as Republicans, and **42%** described themselves as independents or members of another party.

All respondents were asked questions concerning basic demographics, and the entire sample was weighted to reflect national Census figures for gender, race, age, education, region of country, and telephone usage.

Results for the full sample have a margin of sampling error of +/- **3.8** percentage points. For the sample of **919** registered voters it is +/- **3.9** percentage points.

Crosstabs on the following pages only include results for subgroups with enough unweighted cases to produce a sampling error of +/-8.5 percentage points or less once adjusted for design effect. Some subgroups represent too small a share of the national population to produce crosstabs with an acceptable sampling error. Interviews were conducted among these subgroups, but results for groups with a design-effect adjusted sampling error larger than +/-8.5 percentage points are not displayed and instead are denoted with "N/A".



CNN/SSRS Poll -- December 06, 2018 to December 09, 2018

TABLE 016

Question FV1\_MT

FV1\_MT. We'd like to get your overall opinion of some people in the news. As I read each name, please say if you have a favorable or unfavorable opinion of these people -- or if you have never heard of them. How about Melania Trump?

Base: Total Respondents

	Total	Men	Women	White	Non-white	Trump ap-prove	Trump disap-prove
	=====	=====	=====	=====	=====	=====	=====
Favorable Opinion	43%	48%	39%	50%	32%	78%	19%
Unfavorable Opinion	36%	31%	42%	34%	41%	8%	60%
Never heard of	2%	3%	2%	1%	5%	1%	3%
No Opinion (Net)	18%	19%	17%	15%	23%	13%	18%
Heard of, no opinion	12%	14%	11%	11%	15%	8%	13%
Undecided/Refused	6%	5%	7%	4%	7%	5%	5%
Sampling Error (+/-)	3.8	4.9	5.7	4.5	7.0	5.6	5.4

	Total	18-34	35-49	50-64	65+	<45	45+
	=====	=====	=====	=====	=====	=====	=====
Favorable Opinion	43%	42%	46%	50%	49%	35%	50%
Unfavorable Opinion	36%	45%	32%	32%	34%	41%	33%
Never heard of	2%	2%	2%	2%	3%	3%	2%
No Opinion (Net)	18%	21%	20%	15%	15%	21%	15%
Heard of, no opinion	12%	12%	16%	11%	16%	14%	11%
Undecided/Refused	6%	9%	4%	4%	5%	8%	4%
Sampling Error (+/-)	3.8	8.3	8.2	6.4	6.5	6.4	4.3

	Total	<\$50K	\$50K+	Non-coll. grad	Coll. grad.	White non-coll.	White coll. grad.
	=====	=====	=====	=====	=====	=====	=====
Favorable Opinion	43%	42%	45%	46%	39%	54%	42%
Unfavorable Opinion	36%	36%	38%	34%	42%	30%	42%
Never heard of	2%	5%	*	3%	1%	1%	*
No Opinion (Net)	18%	17%	17%	18%	18%	15%	15%
Heard of, no opinion	12%	11%	13%	12%	14%	10%	12%
Undecided/Refused	6%	6%	5%	6%	4%	5%	4%
Sampling Error (+/-)	3.8	6.4	4.9	4.9	5.5	5.9	6.5

	Total	Demo-cratic	Indep endnt Other	Repub-lican	Lib-eral	Mode-rate	Con-serva-tive
	=====	=====	=====	=====	=====	=====	=====
Favorable Opinion	43%	16%	45%	77%	16%	42%	68%
Unfavorable Opinion	36%	67%	30%	9%	68%	33%	18%
Never heard of	2%	1%	4%	1%	1%	3%	2%
No Opinion (Net)	18%	16%	21%	13%	15%	22%	12%
Heard of, no opinion	12%	13%	16%	6%	11%	15%	8%
Undecided/Refused	6%	3%	5%	7%	4%	7%	4%
Sampling Error (+/-)	3.8	7.1	5.7	7.2	7.9	6.1	6.2

	Total	Lean Demo-cratic	Lean Repub-lican	Reg. voter
	=====	=====	=====	=====
Favorable Opinion	43%	19%	75%	45%
Unfavorable Opinion	36%	61%	9%	36%
Never heard of	2%	2%	2%	2%
No Opinion (Net)	18%	18%	14%	16%
Heard of, no opinion	12%	14%	8%	11%
Undecided/Refused	6%	4%	6%	5%



1 Braxton Way Suite 125 Glen Mills, PA 19342  
484-840-4300 [www.ssrs.com](http://www.ssrs.com)

Sampling Error (+/-)

3.8      5.6      5.5      3.9